25. A process according to claim 24 wherein the first coating operation comprises moving the mat through a gap between an upper squeeze roll and a lower squeeze roll, and supplying the first coating to a location before the gap and above the mat so that the first coating moves through the gap with the mat, the squeeze rolls forcing the first coating to enter and saturate the mat and to form a layer on the bottom surface of the mat.

26. A process according to claim 25 wherein the upper squeeze roll rotates in a direction so that the surface of the upper squeeze roll adjacent the mat moves in a direction opposite the direction of the mat.

27. A process according to claim 26 wherein the lower squeeze roll rotates in a direction so that the surface of the lower squeeze roll adjacent the mat moves in the same direction as the mat.

28. A process according to claim 26 wherein the size of the gap between the upper squeeze roll and the lower squeeze roll controls the thickness of the layer of first coating on the mat.

29. A process according to claim 23 wherein the bottom surface is oriented downward when applying the first coating to the bottom surface.

30. A process according to claim 29 wherein the first coating operation comprises moving the mat through a gap between an upper squeeze roll and a lower squeeze roll, and supplying the first coating to a location before the gap and below the mat so that the first coating moves through the gap with the mat,

the squeeze rolls forcing the first coating to enter and saturate the mat and to form a layer on the bottom surface of the mat.

31. A process according to claim 30 wherein the lower squeeze roll rotates in a direction so that the surface of the lower squeeze roll adjacent the mat moves in a direction opposite the direction of the mat.

32. A process according to claim 31 wherein the position of the mat is controlled so that the mat does not wrap on the lower squeeze roll.

33. A process according to claim 31 wherein the upper squeeze roll rotates in a direction so that the surface of the upper squeeze roll adjacent the mat moves in the same direction as the mat.

34. A process according to claim 30 wherein the size of the gap between the upper squeeze roll and the lower squeeze roll controls the thickness of the layer of first coating on the mat.

35. A process according to claim 30 wherein the first coating is supplied by applying a layer of the first coating to the bottom surface of the mat before moving the mat through the squeeze rolls.

36. A process according to claim 35 wherein the first coating is supplied by applying the layer of first coating to the bottom surface of the mat with an inking roll.

37. A process according to claim 30 wherein the first coating is supplied by feeding the first coating to a nip between the mat and the lower squeeze roll.

38. A process according to claim 37 wherein the first coating is fed to the nip via a trough which seals against the lower squeeze roll.

39. A process according to claim 21 wherein the second coating is applied with an applicator roll, and including the step of scraping the second coating from the surface of the applicator roll and smoothly apply the scraped coating to the mat.

40. A process according to claim 21 wherein the second coating is applied with an applicator roll, and wherein the second coating operation further employs a metering roll positioned adjacent the applicator roll with a gap therebetween, the size of the gap controlling the thickness of the second coating on the mat.

41 A process according to claim 40herein the applicator roll rotates in a direction so that the surface of the applicator roll adjacent the mat moves in the same direction as the mat.

42. A process according to claim 41 wherein the surface of the applicator roll adjacent the mat moves at a speed within a range of from about 70% to about 130% of the speed of the mat.